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AT THE KL INTERNATIONAL TATTOO SHOW**

**LIM KHONG CHIU
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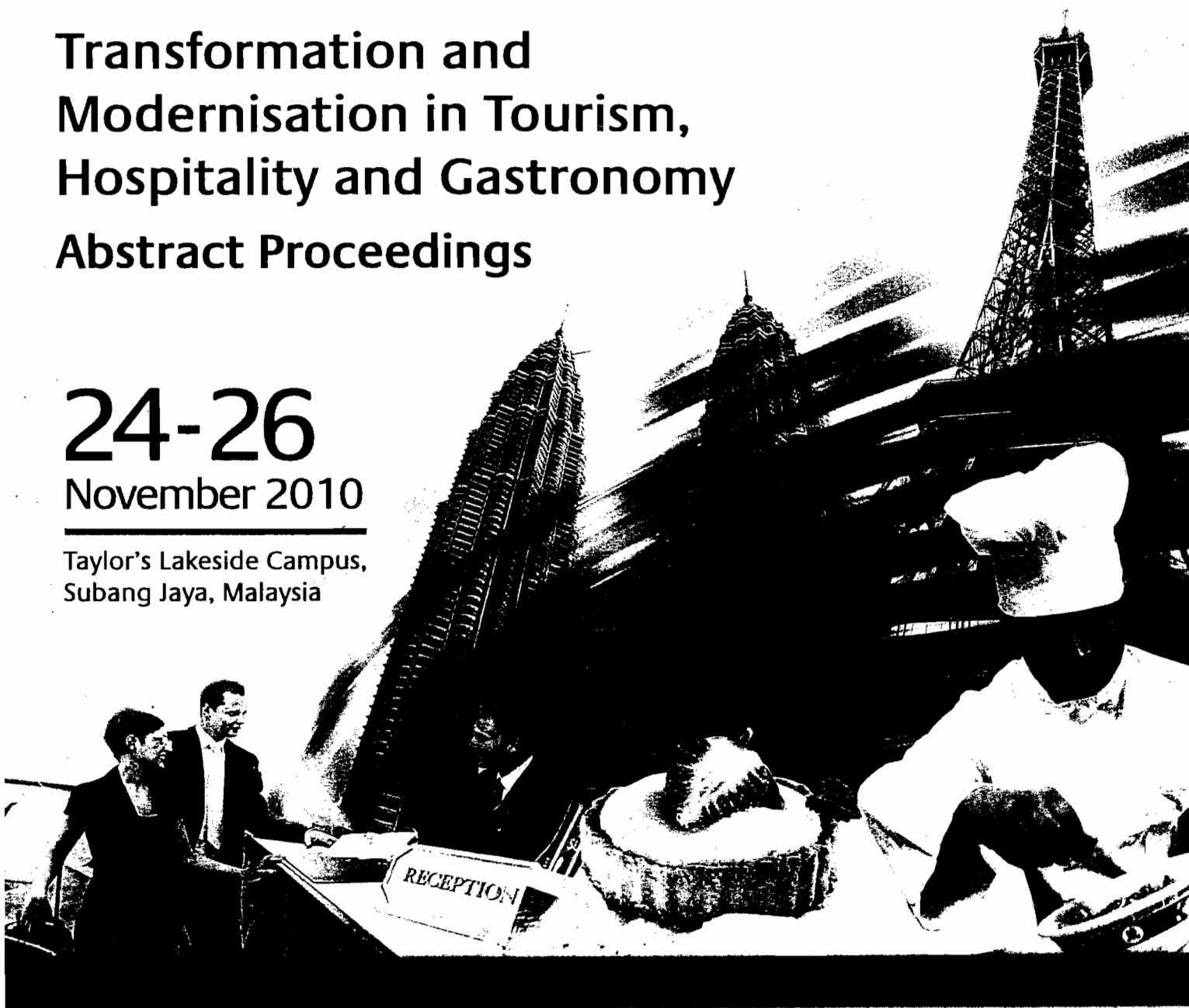


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VISITORS' MOTIVATIONS AND PERCEPTIONS ON SERVICE QUALITY AT THE KL INTERNATIONAL TATTOO SHOW

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Abstract

This study aims to assess visitors' perceptions on service quality at the KL International Tattoo Show, and to determine their motives for participating in the event. The sample comprised of 401 visitors attending the event. A quantitative survey in the form of self-administered questionnaire was utilized to collect data. The results showed that the main motive for visitors to visit the KL International Tattoo Show was to have some entertainment. The results also seemed to support that knowledge, sociability, relaxation, entertainment, and prestige were the motivating factors for visitors' participation in the event. The findings of the survey also revealed that majority of respondents were moderately satisfied with all the site features listed in the questionnaire but they were satisfied with the staff appearance, their friendly manner and approachability. Thus, this study portrayed important findings relating to the future planning of the event if it was to be a vital part of tourism promotion, as well as providing some insights that would help tourism managers and marketers to develop specific, tailor-made promotional strategies to target such tourists.

Key words: visitor motivation, visitor perception, service quality, event tourism

Introduction

Event can form the “core product” of the tour package or can be an added element to give value to other packages and other events. Thus, in order to create effective promotional strategies in attracting visitors to the event, a better understanding of the visitors is necessary. Visitors’ motivations and perceived service quality are vital elements in event management and service marketing (Gronroos, 1984; Pearce, 2005). Motivation refers to the psychological mechanism that governs the direction, intensity, and persistence of behaviour (Kanfer, 1994). In other words, it is the energy and direction that drive our behaviour. Meanwhile, perceived service quality has been defined as consumers’ overall judgement and attitudes concerning high quality service provided by the organization (Bitner & Hubbert, 1994; Parasuraman, Zeithaml, & Berry, 1988). Therefore, understanding the visitors’ motives and perceived service quality of an event is thus a primary goal of marketers in assisting the effective preparations of a marketing strategy. As such the marketing message can be focused on various target segments and can improve on the organization of the event. In general, the events do actually have some particular significant effects or added values on the destination attraction for the tourism promotion programmes/activities. The events can persuade people to travel to a particular destination, can persuade people to stay longer, can persuade people to come at a particular time of the year, and can encourage people to return to the destination either to visit events or see more of the area.

The motives and expectations of the various stakeholders in an event will differ from one another (Scott, 1995; Pearce, 2005). Indeed, different people participate in an

event for various reasons as well as their perceptions of service quality provided by the event organizers may also differ. Previous research has identified motives for participating events are varied and specific to individuals. For example, research conducted by Funk, Alexandris, and Ping (2009) found that motives to attend the Beijing Olympic Games by Australians centred around having an interest in the event (to experience the atmosphere and thrill of this once-in-a-lifetime event), learning Chinese culture (language, politics and music) and having a cultural experience (interacting with the local people and visiting historical and cultural site). Likewise, a comparative analysis of the motivations of visitors at four South Island, New Zealand events - two food and beverage festivals, an air show, and a country and music festival by Nicholson and Pearce (2001) had highlighted the diversity in motives that were found from event to event. In addition, comparative studies revealed motives may vary by country, sport, and emotional attachment (Wann, Grieve, Zapalac, & Pease, 2008; Won & Kitamura, 2007).

A push-pull approach could be used in determining motives to travel to the destination and the event. Dann (1981) proposed two motivational stages in a travel decision namely push factors and pull factors. Push factors are internal to the individual and create the desire to travel. Pull factors are external to the individual and influence the actual destination choice. Thus, the approach could be applied to motives to attend or not to attend a particular event. The two-dimensional model suggests that participants are pushed by their own psychological factors such as interacting with others (push) and the attractiveness of the event itself (pull). This in turn should form part of the messages within the marketing and promotional campaign (McCartney, 2010). Crompton (1979) further identified seven push motives and two pull factors. The push motives were

escape, relaxation, prestige, exploration and evaluation of self, regression, enhancement of kinships relationships and facilitation of social interaction. The pull factors were novelty and education. Perhaps, according to McCartney (2010), push-pull motives to attend an event for push factors are relating to the degree of relaxation, excitement, risk, escape, social interaction, experience new things, novelty, and interest, and on the other hand for pull factors such as the attractiveness of the event, other tourism products and services at the destination, destination image perceptions, and self-congruity.

Meeting these motives will lead to higher degree of participant satisfaction (McCartney, 2010). However, event satisfaction is related to perceived service quality, but it is experience dependent. Satisfaction can be measured only among existing visitors to the event. As the event experience is heterogeneous so not every customer will be satisfied all the time. Thus, in order to maintain a competitive position, the event marketer should aim to achieve more than a basic level of satisfaction (Allen, O'Toole, Harris, & McDonnel, 2008).

Visitors' satisfaction and perceived service quality of an event are closely related and crucial to the event marketer to design a marketing strategy. Both existing and potential attendees can have a perception of event quality (formed from experience of the event, word of mouth and /or other marketing communication). However, perceptions of the event itself are based on the technical (performance outcomes) and functional (process related) qualities of the experience (Gronroos, 1990). Perhaps, the increasing interest in service quality has motivated many scholars to research the topic. However, in the context of event management, many visitor studies are conducted at events, but very

few studies have been published regarding service quality (O'Neill, Getz & Carlsen, 1999).

Service quality has been defined in several ways. A more traditional definition of service quality is the comparison of consumer expectations with actual service performance (Parasuraman, Berry & Zeithaml, 1988; Gronroos, 1984). As such with the introduction of SERVQUAL, the scale has been widely used in various service industries (Yong & Pastore, 2004). The early research by Ralston and Crompton (1989) examined service quality within the context of the SERVQUAL dimensions: reliability, tangibility, responsiveness, assurance, and empathy and identified high and low-ranked items through a series of statements presented to visitors. Using these five dimensions, the SERVQUAL questionnaire (Parasuraman et al., 1988) measures the difference between visitor expectations and perceptions of an event. When the visitors' perceptions of their event experience match or exceed their expectations, a quality experience has been delivered, and the outcome is satisfied attendees who could decide to go to the event held next time.

Nevertheless, according to Yi and Lee (2001), the customer awareness of service quality is composed of process quality dimensions and outcome quality dimensions. They describe outcome quality as representing the "what" of service provided and process quality as representing the "how", the means by which service is provided to the customer. Process quality was divided into "accessibility", "physical aspect", "credibility", and "receptiveness", whereas outcome quality was divided into "creativity", "primary needs fulfillment", "unexpected benefits", and "contact performance". Thus, as such they develop KS-SOI measurement as supplements to the

SERVQUAL model outcome dimension. The KS-SOI measurement was developed by Yi and Lee (2001) in order to balance the process dimensions and the outcome dimensions of service quality.

However, due to the difficulty in understanding consumer expectations (with there being no clear set of expectations for each service setting), it is often argued that 'perceptions only' as a measure of satisfaction (one that excludes expectations) is more useful (Allen et al., 2008). For special events and festivals, various writers suggest consumer 'perceptions' are better indicators of the link between quality, visitor satisfaction and intentions to revisit (Baker and Crompton, 2000; Thrane, 2002). In addition, according to Lewis and Booms (1983), perceived service quality represents a more firm positive or negative attitude towards various service related attributes. Therefore, from the practitioners' point of view, the explication of perceived service quality construct might appeal for more research interest because it can be proven to be a useful management tool (Papadimitriou & Kostantinos, 2000). However, a research that adequately investigates both event 'performance' and 'process' should be considered in evaluating event marketing strategies. Cronin and Taylor (1992) acknowledge that the 22 SERVQUAL measurement items are appropriate, but argue that a model measuring perception of service quality results is more appropriate than the gap's model, which relies on a difference between expectation and experience.

In other related studies, from a sport event management perspective, success of a sporting event depends on the degree to which it satisfied participants and spectators with quality service. Customers develop overall impressions about the service delivery system, service performance, and overall consumption experience (Getz, 2005; Graham, Neirotti,

& Goldblatt, 2001; Kelly & Turley, 2001). When higher quality perceptions are developed, customers stay with an event longer, buy additional services, and recommend the organization and services to other consumers. Thus service quality is obviously very important for the long-term profitability of any organization or event (Zeithaml et al., 1996). Additionally, knowledge gained from such behavioral research will eventually help practitioners as well as researchers. It is vital to event marketers and managers to know what motivate participants to attend an event as well as to fulfill their needs and wants. Meanwhile measuring customer satisfaction on service quality is crucial in event and this in turn satisfaction with the event is likely to influence event-related expenditure and/or repeat visitation (Putsis, 1998). As for event researchers, the development of a behavioral model or theory can organize knowledge and experience, stimulate and guide future research. It also can help in the development of better future explanations and theories.

KL International Tattoo Show

In conjunction with 50th years of independence and Visit Malaysia Year (VMY) 2007, the Malaysian Forces (MAF) in collaboration with the Ministry of Tourism co-hosted the Kuala Lumpur International Tattoo Show. This tattoo show was an evening performance of military band music and cultural acts from across the world. The event was held at the historic Merdeka Stadium, the birth place of our nation's independence.

The KL International Tattoo Show 2007 marked the first time an international-level Tattoo was held in Malaysia, comprising defence forces personnel from 12 countries and showcasing a variety of performances. The event ran on three consecutive evenings, commencing from 7 September 2007. The three-day event had showcased

military bands from Jordan, Brunei, France, India, United States, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand, South Korea, the Islamic Republic of Pakistan, pipes and drums from the United Kingdom and a Maori cultural group from New Zealand.

The military band from the Malaysian Armed Forces and Royal Malaysian Police, the 'Wira Kris' from the Royal Malaysian Army, the silent drill from the Royal Navy and the rhythmic gymnastics from Royal Malaysian Air Force led the performances for three nights. The highlight of the show was a Grand Finale by the massed bands of all participants combining to perform a specially arranged musical score with a synchronized fireworks display (<http://www.maf.mod.gov.my/kltattoo>).

Objectives of the Study

The study is aimed to examine visitors' motivations and perceptions on service quality at the KL International Tattoo Show. Specifically, this study was designed:

- To develop demographic profiles of visitors at the KL International Tattoo Show.
- To determine visitors' motives for participating in the event.
- To assess visitors' perceptions on service quality at the event.

Method

The present study was commissioned by Tourism Malaysia to examine the effectiveness of the "Visit Malaysia Year 2007" campaign. One of the objectives of the study was to assess the effectiveness of core events as draw factors among visitors to Malaysia or as providers of added value to the visitors through a survey to investigate visitor expectations, impressions, and experience. However, this report focuses on examining visitors' motivations and perceptions on service quality at the event. A

quantitative approach by using self-completion questionnaire of event visitors was carried out at KL International Tattoo Show.

Respondent

In this study the target population included those international and domestic visitors who attended the event in the survey period. Using a convenient sample approach, data were gathered at the Stadium Merdeka during the two hours performances for three evening consecutively through a self-administered questionnaire. Convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it. It is the best way of getting some basic information quickly and efficiently (Sekaran, 2003).

Instrumentation

The survey questionnaire was prepared by a consultant team from Universiti Utara Malaysia with inputs and comments from the Research and Development Division, Tourism Malaysia. The questionnaire was designed as a respondent-completed survey consisting of a combination of close-ended and open-ended questions as well as an instrument to measure respondent motivations and perceptions of the service quality on several attributes of the event.

The questionnaire consisted of four sections. In the first section, respondents were asked to respond on their travel behaviour and characteristics. Section two was designed to obtain information on the respondents' motives to attend the event. The respondents were asked to rate 15 travel motives to the event participation on a five point Likert scale (1 = disagree strongly, and 5 = agree strongly). The questionnaire items that related to motives for event participation was derived from Beerli and Martin (2004), and Fodness

(1994). There were five factors in relation to event participation being utilized for this study, namely knowledge, sociability, relaxation, prestige, and entertainment. The psychometric properties of the scales have been tested and the results have demonstrated good internal consistency and construct reliability. The results showed that the alpha coefficients for all five dimensions ranged from 0.83 to 0.91, well above the minimum value of 0.6 as an indication of reliability (Hair, Anderson, Tatham, & Black, 1998).

In the third section, the survey instrument took the form of a direct disconfirmation 28-item self-completion questionnaire which was derived from O'Neil, Getz, and Carlsen (1998). For each item, respondents were asked to rate their perceptions on service quality at the event on a five point Likert scales, ranging from very dissatisfied (1) to very satisfied (5). Scale items were grouped according to whether they were "sites, staff or other-related features" and represented many of the original SERVQUAL dimensions including: assurance, empathy, reliability, responsiveness and the more tangible elements of the event experience. These items were identified within the literature as clear visitor determinants of service quality at event and relate closely to the many points of encounter experienced by visitors at such event (Jackson & Schmader, 1990; Wicks & Fesenmaier, 1993; Getz, 1997). In this study, the core elements of service quality measured at the event were: access to the site, cleanliness, comfort, food and beverage, safety at site, seating, signs and directions, viewing of the event, helpful, knowledgeable, neat, and approachable/friendly/pleasant. A reliability test was performed on the scales and the alpha values for site features, staff, and other-related features of the event were 0.92, 0.96, and 0.94 respectively. Finally, section four of the questionnaire was designed to gather respondents' socio-demographic characteristics (age, gender,

level of education, occupational status, income level, marital status, ethnic group and residence).

The questionnaire was originally designed in English and translated into Malay by researchers under the principle of back translation, i.e. from English to Malay and then from Malay to English. The technique, which allows the researchers to examine the original and back-translated version and hereby improve the quality of translation, has been reported by various studies (Brislin, 1970). The results of back translation showed that the statements or items of the questionnaire met with the original version.

Procedures of data Collection

The event visitor survey was conducted from 7 September 2007 to 9 September 2007. A team of 10 survey assistants (enumerators) were trained to carry out data collection for this study. These enumerators were undergraduate or graduate students who were taking a tourism management degree at Universiti Utara Malaysia. They were being trained on data collection procedures and ethical aspects pertaining to on-site survey.

The enumerators approached event visitors at random and asked them to participate in the survey. Respondents who agree to participate were asked to fill out the questionnaire and return it to the enumerators. The respondents were requested to complete immediately prior to departure from the actual venue.

Results and Discussion

Socio-demographic characteristics of the respondents

A total of 600 questionnaires were distributed over three evenings from 8.30pm to 10.30pm. Of the 600 survey administered a total of 455 were returned. However, of the

455 questionnaires a total of 401 usable questionnaires were analyzed which representing a valid response rate of approximately 67%.

The demographic characteristics of the sample are shown in table 1. The data obtained from the questionnaires indicated that 97% of the respondents were local Malaysians with 59.3% were male and 40.7 % were female, and more than half (61.3%) of the respondents were single. The majority of the respondents were aged between 18 and 35 years old (75.2%). Nearly 40% of the respondents had attained university education; 32.6 % had secondary education and 17.2% had other qualifications such as vocational certificates or diploma. Meanwhile; a total of 124 (30.9%) were government servants and 20.4% were students. Only 14% of the respondents were professionals. Almost 76% of the respondents were Malay; Indians and Chinese only 9.5% and 6% respectively. Nearly half (47.6%) of the respondents had an annual income of less than RM10, 000 per year, indicating that they represent the lower income group in society, or they may be students. The remaining 23.9% earned annual incomes of between RM10, 000-RM29, 999; and 15.4% earned between RM30.000-RM49.999. However, about 5% of the respondents earned more than RM90, 000 and over.

Table 1: Respondents Socio-demographic Profile

Socio-demographic characteristics	Frequency	Percentage
Sex		
Male	235	59.3
Female	161	40.7
Age		
< 18	9	4.8
18-25	174	43.6
26-35	126	31.6
36-45	52	13
46-55	23	5.8
56-65	5	1.3

Education		
Primary School	3	0.8
Secondary School	129	32.6
Pre-university	40	10.1
University	156	39.4
Others	68	17.2
Occupation		
Student	82	20.4
Government Servant	124	30.9
Unemployed	18	4.5
Professional	56	14
Retiree	5	1.3
Businessman	44	11
Sales & Related	18	4.5
Administrative/		
Managerial	47	11.8
Homemaker	5	1.3
Marital Status		
Single	245	61.3
Married	151	37.8
Separated/Widowed	4	1
Ethnic		
Malay	304	76.2
Indian	38	9.5
Chinese	24	6
Caucasian	27	6.8
Others	6	1.5
Resident		
Malaysian	387	97
International	12	3
Annual income		
<RM10.000	185	47.6
RM10.000-29.999	93	23.9
RM30.000-49.999	60	15.4
RM50.000-69.999	21	5.4
RM70.000-89.999	10	2.6
>RM90.000	20	5.1

Visitors' Motivations

The results in Table 2 and 3 reveal the mean scores and standard deviations of perceived important of 15 event participation motives among visitors to Kuala Lumpur International Tattoo Show. The results seemed to support that knowledge; sociability; relaxation; entertainment; and prestige were the motivating factors for the visitors participating in the KL International Tattoo Show. The highest motivating factor was to gain knowledge ($M = 3.75$), and to seek entertainment ($M = 3.75$). Knowledge and entertainment factors were particularly important motives especially for students, government servants and professionals since it was the first time an international-level Tattoo event held in Malaysia, and in addition they would like to have some entertainment especially after their school and working hours. The results of this study also indicated that sociability, followed by prestige and relaxation were other important motivating factors perceived by visitors who attended the event. Based on the fifteen motivational items extracted from the questionnaire, the examined motivational items indicated that the most important motivation for participating the event was to have some entertainment ($M = 3.83$), followed by to develop knowledge ($M = 3.81$), and to seek adventure and pleasure ($M = 3.80$). The least important motivation items of those listed was to escape from daily routine ($M = 3.49$), and to go to places that friends have not visited ($M = 3.52$). However, all of these event participation motives mean scores are above 3 in a 5-point scale (with 5.0 being extremely important), indicating that these attributes were deemed fairly important to the visitors participating in the event.

Table 2: Mean and Standard Deviation for Motivational Items of Event**Participation**

Motivation Item	N	Mean	SD
to know different culture or way of life of the people	390	3.79	1.09
to develop my knowledge	398	3.81	1.03
to know new and different places	388	3.65	1.02
to attend cultural events	393	3.79	0.97
to rest and relaxation	398	3.78	1.02
to alleviate stress and tension	396	3.75	1.02
to escape from daily routine	368	3.49	1.22
to seek adventure and pleasure	394	3.80	1.00
to have some entertainment	396	3.85	1.02
to do exciting things	387	3.65	1.00
to go to places that friends have not visited	385	3.52	1.15
to tell friends about the experiences on vacation	387	3.65	1.01
to go to popular places	382	3.58	1.05
to mix with the local people	378	3.63	1.04
to meet/socialize with other people	385	3.67	1.06

Table 3: Mean and Standard Deviation for Motivational Factors of Event**Participation**

Motivation Factor	N	Mean	SD
Knowledge	378	3.75	0.91
Sociability	375	3.65	0.99
Relaxation	366	3.46	0.98
Entertainment	381	3.75	0.87
Prestige	374	3.58	0.99

Perceived Service Quality

Site related features

Looking first at site-specific features, which represent the more tangible/procedural aspects of the event, it is clear from the results the visitors' overall perceptions of the site features were quite positive with recorded mean score 3.13 (Table 4). In terms of overall percentage perceptions of respondents on site related features, about 32% were satisfied, and 44% rated as moderately satisfied.

Based on the findings, a number of site-specific features clearly require attention though, particularly those that are classed in the literature as basic satisfiers, such as toilet, parking availability, seating, cleanliness, and site accessibility. In short those are features which are deemed basic yet essential by many in their overall assessment of events. Only 16.3% were satisfied with the parking availability, 21.1% were satisfied with accessibility to the site, 21.3% were satisfied with cleanliness of the surrounding, 22% were satisfied with the condition of the toilet provided, and 22.3% were satisfied with availability of seats. Overall the vast majority of respondents were only moderately satisfied with all the site elements listed in the questionnaire.

This would imply that event organizer had made insufficient provision in some of these key areas. Comments from the surveys also indicate a problem with cleanliness of the public toilet. Apart of that, observation also identified a number of problems with food and beverage provision, particularly the lack of it and the distance between some parking areas and the event site. Therefore, based on the results of this survey, it is obvious that, majority of the site elements need to be improved in the future event.

Table 4: Analysis of Site Related Quality Perception Scores

Site elements	N	Mean	Dissatisfied	Fair	Satisfied
Adequacy of parking	393	2.62	42.5%	41.2%	16.3%
Access to the site	394	2.86	35.2%	43.7%	21.1%
Cleanliness	399	2.94	29.8%	48.9%	21.3%
Food & beverage outlets	394	3.00	29.4%	46.4%	24.2%
Safety	397	3.20	23.2%	43.8%	33%
Seating	394	2.98	31.2%	41.6%	27.2%
Signs & Directions	398	2.93	31.7%	46%	22.3%
Toilet/Restroom	392	2.90	31.1%	46.9%	22%
Viewing of the event	397	3.02	27%	46.6%	26.5%
Personal comfort	384	3.22	21.1%	42.2%	36.7%
Overall satisfaction with site	397	3.13	24.6%	43.6%	31.8%

Staff related features

Turning to staff related features of the event (Table 5), once again overall ratings were quite good with a mean score of 3.38. Majority of these features relate to the softer and more relational aspects of the event encounter.

On closer examination of individual item scores, it is clear that the majority of respondents were satisfied with the staff appearance, and their friendly manner and approachability. The results in the Table 5 indicated that 48% of respondent were satisfied with event's staff presentable and appearance, and 47% were satisfied with their pleasant, friendly and approachable attitude. In other staff's elements of the event, the respondents also seem to perceive as more satisfied than dissatisfied.

With regard to these issues, it can be explained in relation to the army personnel who are involved in the events as volunteers and ordered to carry out their duty accordingly, and they definitely tried to perform their best for the good image of the defence forces.

Table 5: Analysis of Staff Related Quality Perception Scores

Staff element	N	Mean	Dissatisfied	Fair	Satisfied
Helpful	392	3.37	17.6%	36.7%	45.7%
Knowledgeable	379	3.38	15.3%	40.6%	44.1%
Available	380	3.39	15.3%	39.2%	45.5%
Presentable/Appearance	383	3.43	14.1%	38.1%	47.8%
Approachable/friendly/pleasant	381	3.40	16.8%	36.5%	46.7%
Overall satisfaction with staff	383	3.38	15.1%	41%	43.8%

Other related features

This group of items addressed those features that did not fit into any of the previous two event-related categories but were nonetheless deemed essential with the literature to overall event success (Table-6). The items are related to the more operational features of the event such as satisfaction with the actual event itself, the timing of the event, the venue of the event, crowd control, ticket price, and performance standard. This group of items addressed very important issues which have a very significant impact on the enjoyment of the event spectators.

The results in Table 6 indicated that all the items of the other related elements being perceived by the respondents as above average with almost 50% were satisfied, and 57% of the respondents were satisfied with the overall organization of the event. However, among the related features examined, about 17% of the respondents expressed their dissatisfaction with the event venue followed by crowd control and event timing with 14.4% and 14% respectively.

Table 6: Other Event Related Quality Perception Scores

Other related elements	N	Mean	Dissatisfied	Fair	Satisfied
Event timing	385	3.48	14%	35.3%	50.6%
Event venue	387	3.44	17.1%	31.8%	51.2%
Event program running on time	383	3.57	13.1%	32.4%	54.6%
Crowd control	383	3.50	14.4%	35.5%	50.1%
Ticketing	386	3.60	12.4%	31.9%	55.7%
Performance standard	385	3.60	11.4%	33.5%	55.1%
Overall satisfaction with organization of event	384	3.63	11.5%	31.8%	56.7%

However, within the limitation of this study, a number of issues and potential problems should be dealt with in order to improve future event.

- The results indicated that visitors' motives went to the event were for the purpose of seeking for entertainment, knowledge, and relaxation. Thus, Organizers need to apply this finding in planning future event by including entertainment, knowledge and relaxation elements within the event.
- There is a need to deal with the features of the events that visitors indicated they were not satisfied with such as inadequate parking spaces, difficulties in terms of accessible to the event location and inadequate signage or direction, insufficient and dirty food outlets, poor lighting system, and not forgetting inadequate toilets at the event.
- Therefore, overall visitor experiences and service could be improved by providing more parking space for the spectators' convenient to park their vehicles, improve on lighting system in the stadium, provides systematic and proper signage to the

event site, and finding an alternative site with a bigger area or space with enclosed roof and sufficient seats for the spectators.

- Furthermore, food and beverage service should be expended and improved as well as providing sufficient public toilets and dustbins, and should locate at a more convenient place for usage.

Conclusion

The event visitors' survey undertaken in the study reveals important findings relating to future planning of the event if it was to be an important part of tourism promotion. The event can be a strong marketing and promotional tool, particularly for the organizer and marketer of the event. However, the sensitivity and suggestions from the visitors should be taken into seriously, and corrective measures in organizing the same event need to consider for the improvement in the future.

This study has helped in identifying the visitors' motives in participating in the event and their satisfaction on the service quality related to the event. Nevertheless, the survey findings cannot be extrapolated to represent all visitors to in the event for the study due to the data collection conducted did not based on probability sampling design. As such the results are subjected to biases for those particular visitors attending the event. Furthermore, this study only collected data from event's visitors and did not investigate whether they were first-time visitors or repeated visitors to the event. Therefore, it is recommended that an extended programme of research be conducted by considering the limitations of the study pertaining to sampling design and type of visitors. In spite of that this study also suggests modification measurement scales to be used to obtain a

qualitative data which may explain explicitly on visitors' motivations and satisfaction on service quality related to the event.

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